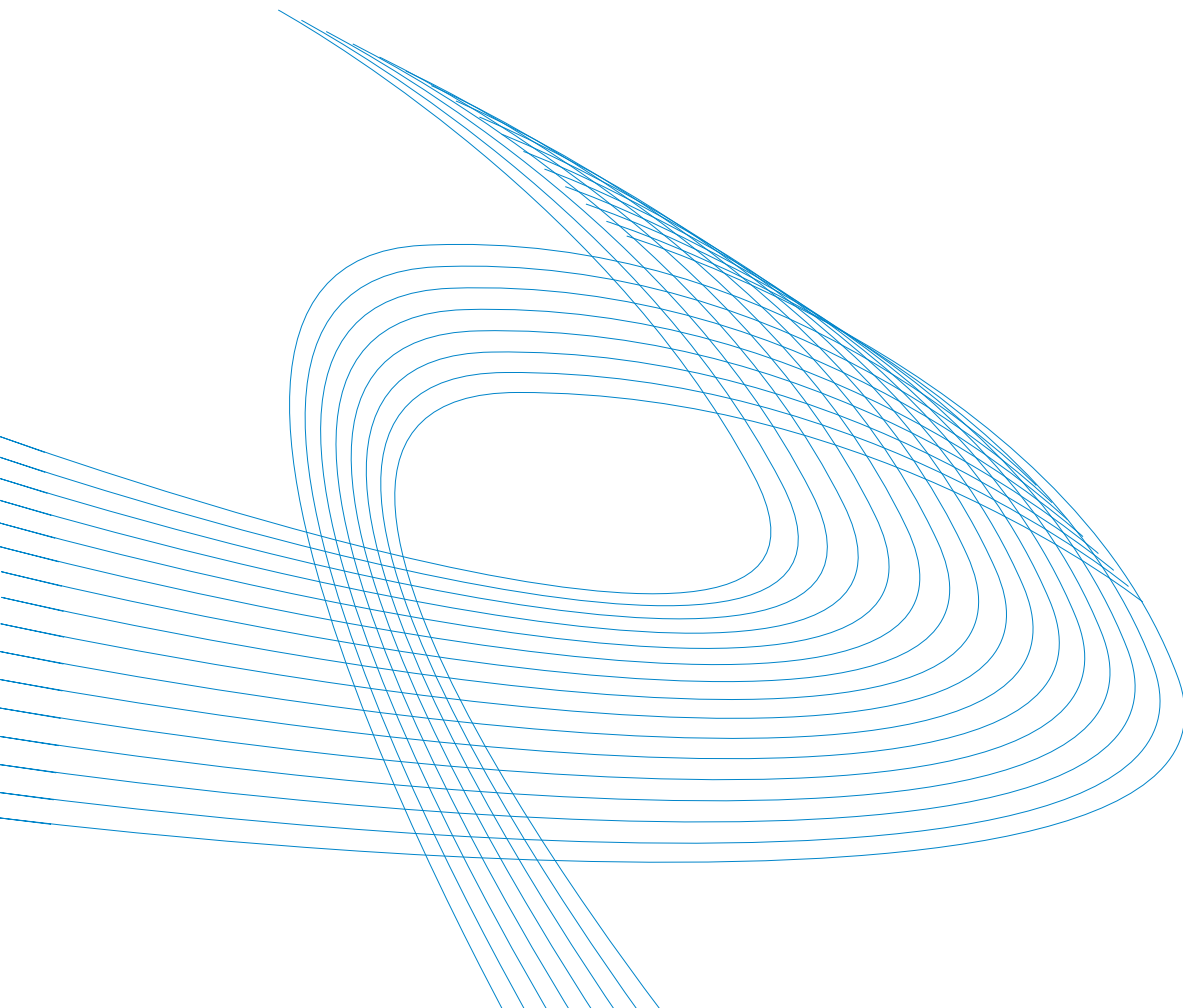


Case Study



thomasarts





About Thomas Arts

ThomasARTS (TA) is a performance-driven marketing agency that combines data insights with creative strategies to produce targeted campaigns that resonate with customers. With expertise in strategy, creative development, and technology solutions, TA crafts marketing experiences that help brands in healthcare, finance, and other sectors build strong, lasting customer relationships. Headquartered in Farmington, Utah, with offices in New York, Washington, D.C., and California, TA serves major clients like AARP, Cigna, and Deloitte, using its art-and-science approach to deliver impactful results.

Challenge

Lack of Data Visibility for Marketing Campaigns: Thomas Arts struggled with insufficient data visibility, impacting their ability to effectively customize and deploy healthcare marketing campaigns. The complexity was further heightened by the sensitive nature of data such as PHI, Personal Identity (PI), and customer purchase information.

Data Sprawl Across Unstructured and Structured Sources: PHI data was fragmented across various platforms including Dropbox, Postgres Databases, Outlook, and Amazon S3. This sprawling ecosystem, encompassing approximately 120TB of data accumulated over a decade, presented a significant challenge in data governance.

Regulatory Compliance and Data Security: The need to ensure compliance across different states and secure sensitive data against unauthorized access was paramount, particularly for highly sensitive information like driver licenses and patient histories.

Solutions

To tackle these challenges, Thomas Arts implemented Secuvy's comprehensive data intelligence platform. Secuvy facilitated the discovery and classification of PHI and PI data across both unstructured sources like Dropbox and S3, and structured databases. The solution seamlessly linked data across Asana, Database, and S3, ensuring a consistent and compliant data governance framework.

Deployment Speed

The deployment of Secuvy's solution was impressively swift, executed within just two weeks. This rapid implementation ensured minimal disruption to existing workflows and allowed Thomas Arts to quickly realign their data governance strategies.

Early Results

Enhanced Data Categorization and Governance: Secuvy enabled Thomas Arts to create precise data categories for AARP patients, minors, and users lacking opt-in consent across multiple states in the US.

Policy Creation for Data Protection: Initial data protection policies were established, particularly for PI data like driver licenses. These policies facilitated alerts for unauthorized access attempts by users or services, ensuring proactive data security.

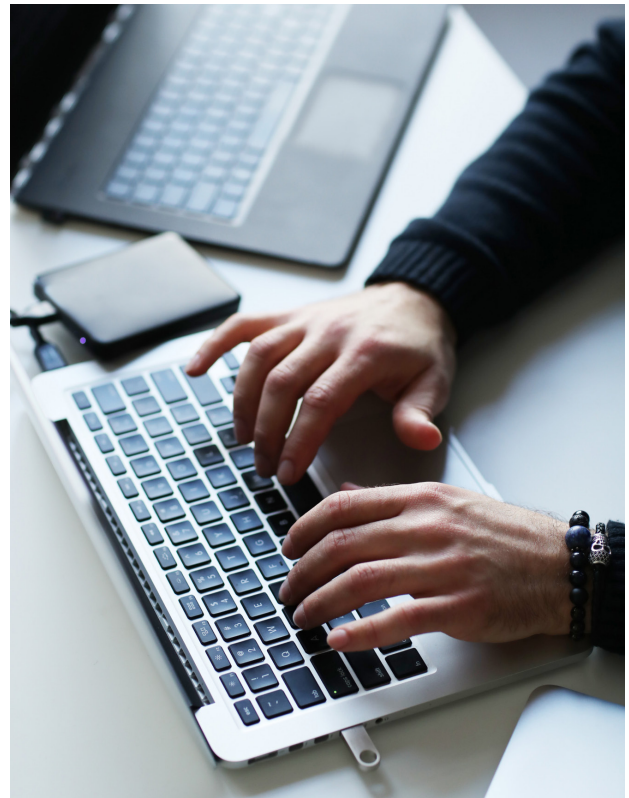
Comprehensive Data Scanning: Secuvy successfully scanned an extensive volume of data, including 500,000 database tables, 45 million files, and emails within the deployment

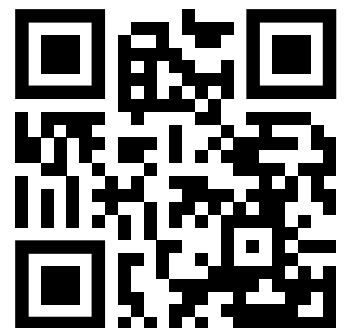
period. This provided Thomas Arts with unprecedented data visibility and control over their information assets.

Conclusion

By partnering with Secuvy, Thomas Arts achieved significant advancements in their data management practices, particularly in handling sensitive healthcare data. The strategic deployment not only bolstered data visibility and security but also enhanced regulatory compliance and operational efficiency.

Looking ahead, Thomas Arts plans to leverage Secuvy's capabilities further, optimizing data governance and expanding their marketing potential. They are poised to maintain a competitive edge in the healthcare marketing domain while safeguarding the integrity and confidentiality of critical data assets.





Secuvy, Inc. Pleasanton, CA